LifeSkills Training Funding
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February 25, 2004

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Research Funding

PM3006501199

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

W.Va. to receive millions for tobacco education

3 June 1999
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CHARLESTON, W.Va. (AP) - Two tobacco companies have pledged to give West Virginia $4.5 million in the next three years to expand anti-tobacco educational programs aimed at youths.

Brown & Williamson and Philip Morris U.S.A. have pledged about $1.5 million a year for three years to a program that also teaches alcohol and drug prevention.

Sixth grade teachers in the state will receive "Life Skills Training" for the program this summer.

Gov. Cecil Underwood and state Superintendent Henry Marockie announced the plan at a press conference Thursday.

State officials say its the first voluntary statewide education effort in the nation supported by tobacco companies.

The president of an anti-tobacco group in Washington condemned state officials for agreeing to the deal.

"They're in bed with the tobacco industry," said Bill Novelli of Campaign for Tobacco-Free Kids.

He said the arrangement allows the industry to "look more reformed, more credible. They bought credibility."

Rod Blackstone, a spokesman for Underwood, said the governor carefully considered the arrangement.

"We entered this program with a healthy skepticism," he said.

The governor has been a consistent foe of "big tobacco" and agreed to the program because it advances his agenda to reduce youth smoking, Blackstone said.

State officials said this program is needed because West Virginia has a high rate of teen-age smokers.

A recent report from the Bureau for Public Health showed about 42 percent of West Virginia teen-agers smoke, compared to 36 percent nationally.

PM3006501200

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

It reported that about 85 percent of adult smokers had established the habit of smoking before they were 18.

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

Anti-tobacco group urges state to reject education grant W.Va. only state to accept $4.5 million from Philip Morris

REBECCA CATALANELLO
17 June 1999
Charleston Daily Mail
(Copyright 1999)

A national anti-tobacco spokes man is calling for Gov. Cecil Underwood to return a $4.5 million tobacco education grant bestowed on the state by tobacco companies Philip Morris U.S.A. and Brown and Williamson.

State school Superintendent Hank Marockie announced acceptance of the three-year grant June 2, less than a month after West Virginia was first approached by the tobacco companies about the money.

West Virginia is the only state to have accepted the tobacco companies' funding since it began being offered in December. The money is being used to fund the implementation of Life Skills Training, a highly touted anti-substance abuse curriculum geared toward middle school students.

"We've got nothing against the program, but the tobacco industry is widely perceived as an industry that has lied about marketing to kids," said Joel Spivak, spokesman for the National Campaign for Tobacco-Free Kids. "They are trying to buy themselves legitimacy and respectability by doing this.

"We recommend that the governor call up the tobacco companies and say, 'Folks, we've thought about it and we don't want to give you any respectability.' "

Underwood spokesman Dan Page said the governor is aware of the concerns, but is "not expecting" that in accepting the $4.5 million, the state will be helping to promote a positive image of the tobacco companies.

"The governor has no intention of contacting the tobacco companies, however he and his staff are going to monitor the program," Page said.

Besides the curriculum and staff training, the grant will also pay for an "independent" evaluation of the program's effectiveness.

West Virginia is awaiting its first installment of a more than $1.67 billion tobacco settlement to be portioned out over the next 25 years. Additionally, the state was awarded another $196 million last month based on its "relative importance" to the 1998 settlement between 46 states and five Big Tobacco companies.

Spivak said West Virginia should use the settlement money to implement Life Skills and other similar anti-tobacco educational programs.

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

"It doesn't preclude it, but that's a separate issue," Page said, conceding that such funds can still be used for anti-tobacco educational programs. "That's a different pot of money."

Spivak said, however, that tobacco is an industry whose lies and manipulations of public perception have been documented and that states like West Virginia - where studies show annual health care expenditures directly related to tobacco use total $490 million - should be wary of company motives.

"From our point of view, this is like putting the fox in the henhouse."

Philip Morris spokesman Brendan McCormick said that the company has no hidden agenda.

"Our goal here is to reduce the incidence of youth smoking," McCormick said. "We realize that we have a long way to go in terms of being credible on this issue The only thing we ask is that we be judged by our actions."

About 41 percent of West Virginia High School students are smokers, according to Centers for Disease Control.

Tobacco companies encourage states to use settlement money on youth prevention and education programs, McCormick said.

Wednesday at the Embassy Suites in Charleston, the state Office of Healthy Schools began training educators how to teach the program.

Before the end of the summer, office director Lenore Zedosky said, the state plans to have trained between 600 and 700 teachers from across the state, allowing the curriculum to penetrate about 80 percent of the schools with sixth-graders next school year.

The Life Skills curriculum is a hands-on program aimed at sixth, seventh and eight grade students and has been endorsed by the Centers for Disease Control and the American Medical Association.

A blurb on the National Campaign for Tobacco-Free Kids Web site states that the curriculum has been proven to reduce smoking prevalence by 40 percent to 80 percent.

It draws on self-esteem and decision-making exercises and incorporates a section on how to interpret tobacco advertising strategies.

PM3006501203

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

Keep Philip Morris out of school Educators were wrong to accept tobacco money

SARA CRICKENBERGER
26 June 1999
Charleston Daily Mail
(Copyright 1999)

I was dismayed to learn that the state Department of Education has agreed to accept money from the tobacco industry to sponsor a classroom curriculum in public schools.

The department was asked on June 7 to submit a grant request to Philip Morris and Brown & Williamson to fund the Life Skills Training program in state schools.

That very same day a four-paragraph letter requesting an initial grant of almost $1.3 million was dashed off by state School Superintendent Henry Marockie.

A mere three days later, a Philip Morris official responded with a letter and a check for $1.29 million. The industry has promised up to $4.5 million to fund this effort.

The haste of this transaction raises a number of questions; the department's decision to cash the check raises many more.

While the Life Skills program itself may be a commendable curriculum, this partnership with the tobacco industry comes at too high a price. By accepting tobacco industry funds, the state lends the credibility of its name to help legitimize an industry that kills more than 400,000 Americans a year.

There is a fundamental conflict of interest between educational organizations, which are committed to child welfare, and tobacco companies, which manipulate and addict children. That rings particularly clear in West Virginia, which has one of the highest teen smoking rates in the country.

The state also is sending a confusing message to West Virginia students: It is wrong to smoke cigarettes, but it is OK to form a partnership with and take money from the very people who market this deadly product to children.

The future of the tobacco industry in this country depends on its ability to addict children and teenagers to its products. Ninety percent of smokers start before they reach age 18. It is an inescapable fact of the business of selling tobacco and a distressing conflict of interest with the mission of any educational institution.

The industry spends billions of dollars promoting the Marlboro Man and the Virginia Slims Woman, icons that attract teenage customers. Marlboro, which

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

sells the image of freedom, independence and virility with the Marlboro Man, attracts 60 percent of all youth smokers, both male and female. If the industry truly wanted to reduce teen tobacco use, these companies would give the Marlboro Man a permanent vacation from its marketing plans.

Another serious concern about the acceptance of these funds is the confusion it creates in the minds of the public and law makers. Many people seem to believe that these funds are coming from the tobacco settlement.

Those of us involved in tobacco use prevention are concerned that this confusion may jeopardize the allocation of settlement funds toward implementation of tobacco prevention programs in the schools and the community.

Legislators may believe that this program is all that is necessary to solve the teen tobacco use problem and that state settlement funds are not needed.

We know that this program is by no means the answer to the teen tobacco use problem. We know that it takes a much more comprehensive approach to successfully reduce tobacco use among teens and children.

The state's inability to fund tobacco prevention programs has made West Virginia particularly vulnerable to the tobacco industry's offer of cash. But this is still the wrong decision. Instead of accepting tobacco industry money, the state should allocate settlement dollars to tobacco prevention and education.

The state also should raise the taxes on tobacco products to create additional revenues to fund prevention efforts and cut smoking rates. Tax increases are one of the best ways to reduce teen smoking and an important part of a comprehensive tobacco prevention program.

While West Virginia is the first state to be enticed by money into this unfortunate alliance, we are concerned that the industry may capitalize on this partnership to give legitimacy to the program in the eyes of other states' leadership. Luckily, that hasn't been the case so far. Kentucky was offered a similar deal. Kentucky leaders had the foresight to turn down the tobacco industry's offer.

In fact, another West Virginia group had earlier turned down a generous offer from the tobacco industry to fund youth programs. The West Virginia Extension Service wisely refused to accept tobacco industry funds for 4-H programs.

The Department of Education should have taken more time, reviewed this deal more carefully and sought input into this decision. Neither the state Bureau for Public Health nor members of the tobacco prevention community were included in these discussions.

PM3006501205

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

Such a large sum of money is unarguably tempting. But, in the end, the state Department of Education should have told the tobacco industry thanks, but no thanks. This is one time the cash should have been left on the table and the state's integrity should have been left intact.

Crickenberger is executive director of the American Lung Association of West Virginia.

PM3006501206

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

Teachers get first training in anti-smoking program Plan sponsored by tobacco industry draws criticism

19 August 1999
Charleston Daily Mail
(Copyright 1999)

Teachers in West Virginia are a step closer to launching the nation's only tobacco industry-backed anti-smoking program in schools.

Teachers are expected to end summer training Friday for the "Life Skills" program that is attempting to warn 21,000 sixth-graders about the health effects of cigarettes.

About 700 teachers are participating in the two-day training sessions around the state. The three-year $4.5 million program teaches the perils of cigarettes, marijuana and alcohol.

It offers 15 lessons in the sixth grade, 10 the following year for seventh-graders and five lessons for eighth-grade pupils. It will be offered to sixth-graders again next year and in 2001.

Lenore Zedosky, executive director of the Education Department's office of healthy schools, said Wednesday the program itself is probably not enough to stop smoking among youths.

"But it's a start," she said. "The opportunity is huge to make a change. How much of a change, we don't know."

The program, written by a Cornell University professor and approved by the U.S. Department of Education and the Centers for Disease Control and Prevention, was "extremely well received" by teachers, state Schools Superintendent Hank Marockie said.

Tobacco foes say state officials have little to brag about.

"State educators are looking at the end result and I don't blame them," said Sara Crickenberger, executive director of the American Lung Association of West Virginia.

But industry money is a "drop in the bucket" and will do little to halt smoking among teens, she said.

West Virginia is due to receive $21.3 million this year or in 2000 from a national tobacco settlement.

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

The state also is to net $56.8 million next year and as much as $209 million through 2003.

House Health and Human Resources Committee Chairwoman Mary Pearl Compton, D-Monroe, said she is not happy that the program is financed by Philip Morris USA and Brown & Williamson Corp Education officials have few alternatives, she said.

Anti-tobacco measures in the Legislature hit "a dead end wherever they go because high-paid lobbyists put money in campaigns of many legislators and you can't get beyond that," Compton said

Denver Public Schools rejected a similar industry-backed offer this summer, said Gene Jacquez, program manager for safe and drug-free schools.

"The community had some concerns (about) Philip Morris and Brown and Williamson," he said.

Gov. Cecil Underwood said he does not see a difference between the money from the national tobacco settlement and money used for the education program.

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Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

Schools refuse tobacco company money

23 September 1999
Associated Press Newswires
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SAN DIEGO (AP) - The San Diego Unified School District has turned down an offer by the nation's largest cigarette maker to fund a program to teach students about the dangers of smoking and drug use.

Philip Morris USA and Brown & Williamson Tobacco Corp. had proposed to fund the anti-tobacco Life Skills classes for students in sixth through eighth grades. But district administrators recommended Wednesday that the district refuse the offer, and Superintendent Alan Bersin concurred.

"This offer would create a certain amount of good will toward Philip Morris, and I'm not sure we should be the ones generating good will for that company," said school board President Edward Lopez.

Officials from the New York-based tobacco company said they were discouraged by the district's rejection, but that they would continue to present the offer to other educators nationwide.

"I think it is unfortunate, and we are certainly disappointed in their decision not to accept funding for the Life Skills training," said Phillip Morris spokesman Mike Pfeil. "We hope they can find alternative funding that allows them to continue."

The district's Life Skills program, which is used by schools nationwide, is in its third and final year of funding from the U.S. Department of Education. The district will continue to seek "nontraditional sources of funding" for the Life Skills program, Lopez said.

Some San Diego health officials said they were heartened by the school district's judgment.

"We applaud Superintendent Bersin for putting kids first and the Marlboro Man last," said Debbie Kelley, vice president of the American Lung Association of San Diego and Imperial Counties.

Other school districts have been faced with similar decisions in the past year.

The West Virginia Department of Education accepted a $3.4 million grant for its Life Skills classes. Denver Public Schools declined a comparable deal.

Rush

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

Schools Accept Tobacco Grant It'll Train Teachers In Life Skills Work

Rhea R. Borja; Contact Rhea R. Borja at (804) 649-6671
18 October 2000
Richmond Times-Dispatch
(Copyright 2000)

Henrico County schools are getting money from tobacco giant Philip Morris to teach students not to smoke, drink or take drugs.

The School Board approved the $177,952.50 grant from the company at its work session last week.

School officials will use the competitive grant to fund teacher training for classes in life skills training, which is a part of the sixth-grade health sciences curriculum. About 10,000 students will take these classes, which not only advocate abstinence from tobacco, alcohol and drugs, but also help them improve their self-image, manage anxiety and build sound relationships.

The money pays to train 50 teachers and also resource materials such as videos, student and teacher manuals, trainer fees and hotel and meal costs, among other things.

School Board Chairman Robert V. Hall seemed a little doubtful about the tobacco conglomerate's intent, saying, "Have we really researched this? This is not just a puff of smoke from Philip Morris?"

Other School Board members and officials chuckled at the pun. But Vicki Wilson, assistant superintendent of instruction, said, "It correlates with our curriculum."

The grant, which is renewable for two more years, is part of what Philip Morris officials say is the company's efforts to reduce youth smoking. However, school officials were unsure of the total amount Henrico will get from the company over the three-year period.

Wilson said after the meeting that life skills training is especially useful for middle school students, who are on the cusp of adolescence.

"This is the time to do it. This helps educate children to make healthy choices," she said.

In other news from the board session, officials said that summer school attendance rose more than 15 percent this year and shot up almost 34 percent in elementary summer school attendance alone.

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

Officials also said that SOL scores in summer high school increased 36 percent. They noted that part of the program's success was from its highly qualified teachers, who were paid a record $20 an hour, more than $3 more than last year.

PM3006501211

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

Research Notes - Tobacco: School-Based Smoking Reduction Failed

20 December 2000
American Health Line
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A $15 million Washington state program designed to teach schoolchildren how to resist cigarettes failed to reduce program participants' smoking rates, according to a report published in today's Journal of the National Cancer Institute. Experts at the Fred Hutchinson Cancer Research Center led the 14-year study, which comprised 8,388 schoolchildren and 640 teachers in 40 school districts, the AP/Philadelphia Inquirer reports. The program employed the "social influences" approach to smoking reduction, in which kids, beginning in the third grade and continuing through high school, participated in classes intended to help them avoid peer pressure to smoke, to instruct them about the perils of smoking and "to provide a motivation to remain smoke-free throughout life." According to lead researcher Arthur Peterson Jr., this approach has been the "accepted standard" among smoking-prevention researchers for more than two decades.

The curriculum for the program was written by experts at the National Cancer Institute, which sponsored the study, and met CDC-recommended guidelines for antitobacco programs. However, the study found that 24.4% of girls and 26.3% of boys who participated were "daily smokers by the 12th grade," rates "almost identical" to those of students who did not take part. Calling the program a "surprise" and a "disappointment," Peterson said, "It simply didn't work."

SCHOOL-BASED PROGRAMS NOT ENOUGH?

According to University of Kentucky researcher Richard Clayton, the results of the study indicate that school-based "social influences" programs may be "flawed" or "inadequate." He said, "It is based on the idea that the smoking decision is a rational one. It may be that we've ignored emotion and put too much emphasis on the rational" (Recer, AP/Philadelphia Inquirer, 12/20). The Washington Post reports that the CDC has recommended that school-based efforts be combined with "aggressive anti- smoking media campaigns and other community-based efforts," which were not part of the Washington study. Tobacco companies such as Philip Morris and Brown & Williamson have sponsored school-based prevention programs. A Philip Morris spokesperson said the company found that a program called Life Skills Training was "most effective in reducing youth smoking." According to the Post, however, today's report states that the Washington study was "more extensive than Life Skills." Matthew Myers, president of the Campaign for Tobacco-Free Kids, questioned tobacco companies' support for school-based programs. "The type of program studied here is precisely the kind which the tobacco industry has been offering as

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

a substitute for the kind of comprehensive effort that all experts agree is necessary," he said (Kaufman, Washington Post, 12/20).

PM3006501213

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

Anti-Smoking Units Failed to Stop Teens; Students Were Studied for 15 Years

Marc Kaufman
20 December 2000
The Washington Post
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School-based programs that teach students how to resist social influences pushing them to smoke cigarettes--long popular with states and more recently with tobacco companies--have little effect and do not keep teenagers from smoking, according to a 15-year study released yesterday.

The research, which followed 8,400 students in Washington state from third grade to after high school graduation, found that those exposed to the anti-smoking curriculum were no more likely to resist smoking than students who did not receive the almost 50 hours of training.

"This approach was started 25 years ago and has been adopted in many school districts around the country," said Arthur V. Peterson, lead investigator on the National Cancer Institute-funded study undertaken by the Fred Hutchinson Cancer Research Center in Seattle.

"We were surprised and disappointed to see it did not produce the results predicted," he said. "The message from the study is clear: We can't rely on school programs alone to keep kids from smoking."

The program studied in Washington was based on the "best practices" guidelines promoted by the Centers for Disease Control and Prevention and the National Cancer Institute. It included activities such as a puppet play for third-graders on the dangers of secondhand smoke, role-playing for middle school students on how to turn down offers of tobacco, and for high schoolers reenacting testimony from landmark tobacco-liability trials about the industry's attempts to conceal the consequences of smoking.

Based on earlier research, the CDC has recommended that school-based programs be implemented along with aggressive anti-smoking media campaigns and other community-based efforts, using funds made available through the $246 billion national tobacco settlement. The anti-smoking efforts tested in the Washington study, however, were limited to the school programs alone.

Both the Philip Morris Cos. and Brown & Williamson have promoted school-based tobacco prevention programs, funding them for 250,000 teenagers in 18 states, including a statewide effort in West Virginia.

PM3006501214

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

According to Philip Morris spokesman Brendan McCormick, the company researched which programs were most effective in reducing youth smoking and found that a program called Life Skills Training was widely respected. He said that the industry was funding both Life Skills programs and complementary anti-smoking media messages and after-school programs for students.

According to the new study, however, the program used in Washington state was more extensive than Life Skills. It sought to give students a clear idea of the prevalence of tobacco use and its health dangers, and to prepare them to resist peer pressure to try cigarettes.

The study followed the same students from third grade to high school graduation and found no positive effect from the program. Because of the breadth and depth of the study, researchers said it was now the "gold standard" for assessing tobacco prevention programs.

"Although the study demonstrated that this approach had no effect, it provides a valuable contribution to our knowledge about smoking behavior," said National Cancer Institute Director Richard Klausner. "Carefully conducted studies such as this one help us to understand what works and what does not in the area of youth smoking."

Matthew Myers, president of the Campaign for Tobacco-Free Kids, said the results raise questions about the tobacco industry's support of similar efforts.

"The type of program studied here is precisely the kind which the tobacco industry has been offering as a substitute for the kind of comprehensive effort that all experts agree is necessary," he said.

PM3006501215

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

So Kids Don't Smoke

30 December 2000
The Washington Post
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In "Anti-Smoking Units Failed to Stop Teens" [news story, Dec. 20], Matthew Myers of the Campaign for Tobacco-Free Kids said that the tobacco industry has been offering school-based programs as a substitute for comprehensive youth smoking prevention programs.

To the contrary, Philip Morris USA has implemented its own comprehensive youth smoking prevention effort while urging others to do the same. Philip Morris USA is supporting Life Skills Training, a school-based program that the Centers for Disease Control and Prevention has identified as effective in reducing youth smoking. In addition, it runs ads aimed at kids and parents to persuade kids not to smoke, supports after-school and community programs to promote youth development and supports efforts to prevent youth access to cigarettes.

Philip Morris also is working to encourage state legislators to devote a significant portion of their settlement funds to implement youth smoking prevention efforts throughout the country.

CAROLYN LEVY
Senior Vice President
Youth Smoking Prevention
Philip Morris USA
New York

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

Sympathy for big tobacco

Al Knight
26 November 2000
Denver Post
(Copyright 2000)

It may seem odd, but there are a couple of recent cases that show the big tobacco companies can't catch a break even when they are clearly on the side of the angels.

Consider the recent example in which Philip Morris, through its USA Youth Smoking Prevention program, furnished book covers to schools in a number of states. The book cover depicted a young man riding a snowboard with the copy line, 'Don't Wipe Out.' The company, in offering the book covers, believed that the image would send the message 'don't smoke.' In fact, the company relied upon data that showed that nine out of 10 students got precisely that message. None-theless, public health groups in Rhode Island complained that the book covers were conveying a hidden message that it was OK to smoke and took exception to the acceptance by the schools of the book covers.

Philip Morris Senior Vice President Carolyn Levy ultimately sent out a letter to school principals assuring them of the company's original intent but suggesting that they 'take the appropriate action for your school,' presumably including the possibility of withdrawing the book covers. 'Our commitment is to reducing the incidence of youth smoking,' Levy said. 'Anything that works counter to that goal is not in the interest of our company or, more importantly, to the children we are trying to convince not to smoke.'

The book cover controversy isn't the first time Philip Morris set out to do something beneficial for public schools and had the offer rejected.

Last year, Philip Morris offered to spend up to $250,000 a year to fund a 'life skills' program in Denver's schools. The offer was rejected.

The Life Skills Training Program, developed by Dr. Gilbert Botvin, director of the Institute for Prevention Research at Cornell University Medical Center, is built around problem-solving exercises designed to help students strengthen social and self-management skills, set goals, manage anxiety and stress, and develop ways of resisting peer pressure. It is a highly successful anti-tobacco and anti-drug program that has won praise from no less than the American Medical Association and many school officials.

Denver Public Schools was heavily pressured in its decision by local groups that opposed the acceptance of so-called 'tobacco money.'

PM3006501217

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

In the interest of fairness, it should be noted that DPS did say it approved of the Life Skills program's content and would try to fund it with other sources.

John Leslie of the student services office at DPS last week said that the Life Skills principles are currently being taught to about 1,400 mostly-middle school students, or just about half of what the Philip Morris grant would have covered.

Leslie said plans for next year include training an additional 33 elementary school teachers, 76 faculty in the middle schools, and 43 teachers at the high school level. If all of that takes place, as scheduled, the program would be expanded to about 2,800 students. He estimates that DPS so far has spent about $90,000 on supplies for the program, which is sometimes also referred to as character education.

The money to finance this effort is part of a multi-year SAFE Schools federal grant received by Denver.

Assuming the accuracy of character education in DPS - and there is no reason not to do so - one can conclude that the price of turning down the Philip Morris grant in 1999 was that a large number of students were not or may not be exposed to the Life Skills training. It will be next year, at least, before the number of students served reaches and exceeds 2,500.

The rejection of the Philip Morris grant never did make much sense, especially since the anti-tobacco groups had been complaining that tobacco companies hadn't been doing enough to discourage teen smoking.

Philip Morris doubtless doesn't expect to become an object of public sympathy anytime soon, but it deserves a better reception from school officials whether it involves character education or book covers.

Al Knight (aknight@chaffee.net) is a member of The Denver Post editorial board.

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Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001

Publisher won't sell prevention program if tobacco company pays the bill

29 May 2001
Associated Press Newswires
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DEERFIELD, Mass. (AP) - A company best known for publishing easy-to-read pamphlets on health and medical issues is refusing to sell a youth anti-smoking program because a tobacco company would be paying the bill.

Philip Morris USA has put up $11 million for grants to school districts in 18 states to buy LifeSkills Training, a program designed to help students make decisions about smoking, drugs, sex and violence.

The Channing L. Bete Co., which markets and distributes the program, this month turned down a $500,000 offer from a "state government customer" to buy program supplies after company officials learned the money was coming from Philip Morris, said Bete president and CEO Michael Bete.

Bete refused to further identify the buyer.

"There is so much need for smoking prevention," Bete said. "But we've got to remember that the way Philip Morris is going to front LifeSkills Training is by selling cigarettes."

But Philip Morris said it plans to study the program.

"Our goal is to get LifeSkills Training into as many schools as possible," said Mary Carnovale, spokeswoman for New York-based Philip Morris. "The decision not to accept our money for it could only diminish the impact the program would have."

Bete did say his Deerfield-based company would accept funds from the $206 billion federal settlement with the seven major tobacco companies who agreed to not target youths in advertising and to pay for $12.5 billion in anti-smoking initiatives.

Source: https://www.industrydocuments.ucsf.edu/docs/hyhj0001